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BEAUTIFUL OHIO

FINE GLADIOLUS AND RARE IRIS

*“Make Them Happy
With Glads”*

FORD'S GARDENS

LIBRARY
RECEIVED

☆ JAN 24 1940

U. S. Department of Agriculture

1940 SPRING LIST

J. A. FORD
G R O W E R

Rt. 1, Box 511 Atlanta, Ga.

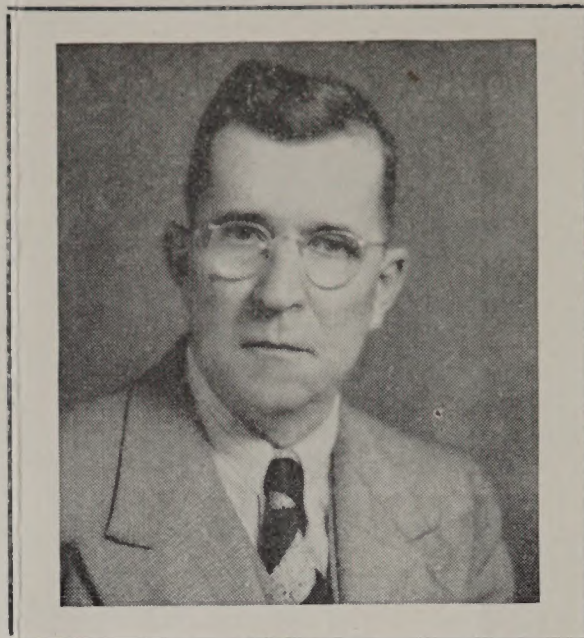
Telephone CA. 2226

Farm on Springdale Road
(Near Hapeville, Ga.)

VISITORS WELCOME



SHINING WATERS



PERSONAL GREETINGS FOR 1940

My, how time does fly! Seems like only three months ago I was writing greetings for 1939. The older we grow, the faster the time seems to go. Well, here we are again offering you some of the finest bulbs we ever were able to grow. 1939 was the wettest year we ever experienced in our Glad growing career. Didn't see a thrip on the place during the whole season. Some growers think wet weather and thrips don't go together. Whether it was the weather or our constant alertness with Rototox and Tartar Emetic, the new spray, we don't know. Didn't have to resort to irrigation the entire season, but we do know we had a time keeping ahead of the grass and weeds. Took the help of two hired men and our new Ariens tiller, but we were rewarded with the finest crop of fine flowers we ever grew. Our display put on at the Citizens & Southern Bank, July 12, attracted more attention and favorable comments than any show ever staged in Atlanta. Ford's Glads were selected for decorating the bank the entire season. In our trial patch we had about 75 new varieties to test out. Some of the finer ones we are listing this year. Some other good ones in the bunch, not enough to offer this season. Hope we will be able to list several of them next season. Sorry, but many of the new much bragged about varieties did not come up to our requirements, and of course were discarded. We do not claim to offer all the good ones, but what we do offer can be depended upon to be of the best. Thus we can save you time and money by selecting your needs from this list and let the other fellow experiment with some of the new overrated ones. We are releasing three new ones this year: "Etta Bell" is our own seedling, while "Dixie Gold" and "Betty Ford" are Fred W. Gray seedlings, of which we control the entire stock. You will like them all. The prices are in reach of all Glad fans. In addition to these beautiful Glads we are listing our stock of fine Iris. We have a very fine collection, both the tall bearded and the new fall blooming series, which bloom in the spring and again in the fall till the frost gets them.

* * * *

"Quality is never an accident. It is always the result of intelligent effort. There must be WILL to produce a superior article.—John Ruskin.



SHIRLEY TEMPLE
(From Small Bulbs)

AMONG THE WINNERS

Beautiful Ohio, as usual, did her stuff at Sioux City, Ia. Four blue ribbons, 1 red ribbon, Four Blue at Cedar Rapids; 1 blue at Elkhart; 2 blues at Boston, and 2 Blues at Akron, Ohio, State Show.

Mary Ansteen and Creve Coeur both awarded Blue Ribbons at Illinois State Show. They are all listed here at prices you can afford.



To insure our customers of clean, healthy bulbs, true to name, we are always on the alert for Thrips and Rogues. One day while looking over our patch of Picardy bulblets we found a rogue. Had the camera handy, took its picture. Turned out to be our Champion 1938 Seedling, James Richard. Just look at him peeping. Another glad fan in the making.

OUR 1940 RELEASES



ETTA BELL IN PERSON

Etta Bell is one of our own seedlings, a cross of Golden Dream pollen on Picardy, a beautiful golden buff overlaid pink, slightly ruffled. Been tested by several large growers. Etta Bell is a tall decorative type. Always straight spikes. Wasn't able to get a good picture. It is a medium propagator. Medium size bulblets that germinate easily. The stock is still scarce and price will not be reduced next year. Below is Etta Bell grown from bulblets planted this year.

PRICE OF BULBS

\$5.00
EACH

No Small Bulbs or Bulblets
to sell this year.



ETTA BELL (From Bulblets)

"Dixie Gold." Here is a Glad that's going places. Tested by American Legion trial gardens. Here is Mr. Linn's report: Height 64 in., head length 24 in., number of buds 20, open 7, in color 4. Size of floret $4\frac{1}{4}$ in. Was exhibited last year under number. Not in competition. Admired by everyone who saw it. "Dixie Gold" is just what the name suggests, a pure deep gold. Color of Prairie Gold with the red lines left out. A tall husky grower. Disease and insect resistant. Produces plenty of big fat bulblets that germinate easily, and make as fine large healthy looking bulbs as we have ever seen. You will make no mistake adding this one to your list and price is in reach of all.

Large or medium size bulbs, \$1.00 each. Bulblets 10c each. Special price to growers in quantity.



BETTY FORD AND
MAGNA BLANCA

“BETTY FORD.” Another seedling being offered for the first time. Its size and habits are similar to Dixie Gold, but its color is a deep rose red. Will be tested in several trial gardens this year. A strong healthy grower. Decorative type. Long flower head. Blooms properly spaced, and face outward. Spike nicely tapered. 20 buds, diameter $4\frac{1}{2}$ in., open 5, in color 6. This beautiful Glad always grows straight spikes. After being cut the last bud opens same color as the first one, doesn't fade or sun scald. Here is undoubtedly the finest rose red decorative ever produced. Didn't get a good picture of it. Didn't intend to introduce it until 1941, so we let the best ones get away. Makes fine red colored bulbs. Plenty of nice fat bulblets, easy to germinate. If you want a new one that's worth while, you will be pleased with Betty Ford.

Large bulbs \$1.00 each; bulblets 10c each. Price will not be reduced next year.

PREPAID LIST OF CHOICE VARIETIES



JAMES RICHARD
AND MR. PHIPPS

ALBATROSS. Very tall, pure white, large blooms; one of the best. Each 5c; 10—40c.

ALAYNE. New light rose, ruffled. A National winner. Each 8c; 10—50c.

ARABELLA. Large, dark red. Almost black. One of the best new dark reds. Each 15c; 10—\$1.20.

ARIADNE. Very tall, light pink with red blotch in throat. A Picardy seedling. Attracted more attention than any other variety in our garden. If you are looking for a Pendleton as big as Picardy, here it is. Each, 50c.

AVE MARIA. Very fine, large light blue with darker blotch. Each 5c; 10—40c.

BAGDAD. A fine large smoky Old Rose. Have grown it to 8 inches diameter. Each 5c; 10—40c.

BEAUTIFUL OHIO. (See photo on front page.) New rose pink shaded tyrion rose. This one is coming to the front fast. (See prizes won on another page.) Here is one you must have. Bulbs, large, each 15c, 10—\$1.25; Medium, each 10c, 10—\$.75; Small, each 7c, 10—\$.50.

Bulblets, 10—15c; 100—75c; 1,000—\$3.00. Special price to commercial growers.

BETSY BOB UP. Beautiful primrose yellow, sport of Betty Nuthall. Each, 6c; 10—50c.

BETTY NUTHALL. Large tall late coral with orange throat. Very popular commercial. Each 5c; 10—40c.

BIT O'HEAVEN. New tall orange, each 10c; 10—75c.

BLUE ADMIRAL. A new tall dark blue, taller and larger than Pelegrina. Each 10c; 10—80c.

BLUE DANUBE. Very large light blue, a shade darker than Ave Maria. Each 5c; 10—40c.

CANBERRA. A large exhibition yellow from Australia. Each 5c; 10—40c.

CHAS DICKENS. Very tall purple, large blooms and straight spikes. Still the best in this color class. Each 5c; 10—40c.

CHRISTOBEL. Beautiful tall late pink. Each 10c; 10—80c.

COMMANDER KOEHL. Very popular deep red exhibition. A big winner. Each 5c; 10—40c.

CREVE COEUR. A new tall rusty orange. An unusual color. Won many prizes the past season. New, a prize winner. 1—10c; 10—80c; Bulblets, 1,000—\$3.50.

DUNA. Very large light buff. Very popular. Each 5c; 10—40c.

EARLY DAWN. Large decorative geranium pink with red lines in throat. Very early. Each 5c; 10—40c.

EARLY PEACH. Early peach rose with yellow throat. Very tall. Each 10c; 10—50c.

EDITH ROBSON. Large tall salmon rose with small red blotches. Each 6c; 10—50c.

EVALINE STINTON. Tall blush pink overlaid with chocolate; a beautiful and odd color combination. Each 10c; 10—80c.

FROST PINK ORNATUS. A large soft pink sprinkled with silver. Heavily ruffled. Each 20c; 10—\$1.50.

GOLDEN CHIMES. Beautiful tall ruffled light yellow. Each 6c; 10—50c.

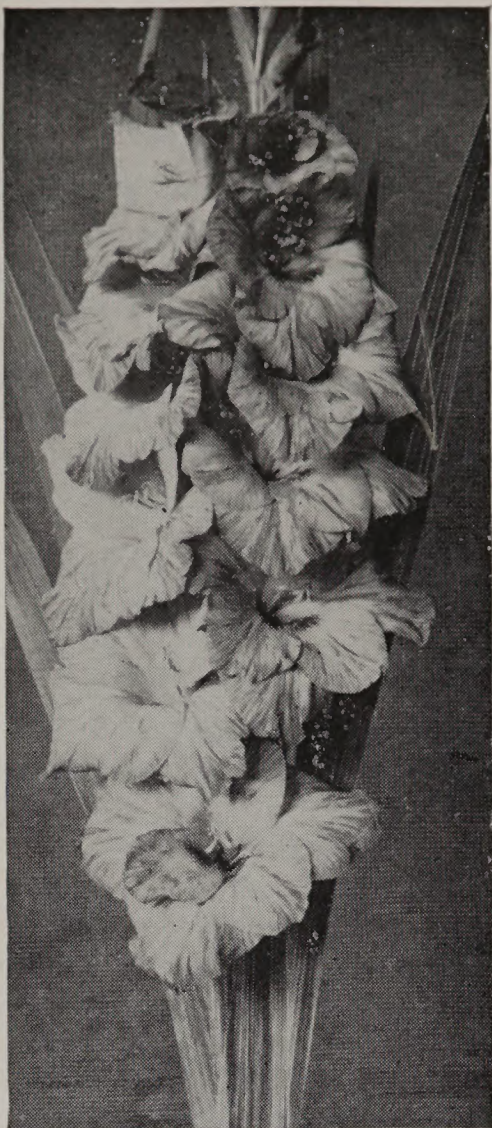
GOLDEN CUP. A fine exhibition deep yellow. Wonderful performer. Makes fine bulbs. Each 5c; 10—40c.

GRAND SLAM. Large exhibition orange. A sport from Pfizers Triumph. Tall grower that stands the hot weather. Each 5c; 10—40c.

IRAK. A new gray sport of Bagdad. Each 25c; 10—\$2.00.

IRENE. Beautiful rose pink with white throat. One of the best from Scotland. Each 10c; 10—80c.

- KING ARTHUR.** Deep rose lavender. Very large, intensely ruffled, and edges fluted. Each 6c; 10—50c.
- LADY ASTOR.** Large salmon with golden throat. New. Each \$3.00.
- LONDONDERRY.** Giant, rich bronzy orange with smoky overcast. Touch of carmine in throat. Each 5c; 10—40c.
- LULA HUNT.** Large salmon with darker throat. Each 5c; 10—40c. Bulblets, 100—50c.
- MAGNA BLANCA.** Very tall exhibition. Creamy white. Has been known to grow 8 feet tall. Fine for church decorations. Each 10c; 10—80c.
- MAID OF ORLEANS.** Large milky white. The most popular white today. Each 5c; 10—40c.
- MARY ANSTEEN.** A beautiful new rose pink with darker throat. Very early. Each 10c; 10—80c. Bulblets, 1,000—\$3.50.
- MARY DAMARIS.** A new fine large light yellow that made a hit at the Boston show. Considered tops in yellows. Each 25c; 10—\$2.00.
- MILDRED LOUISE.** A fine exhibition variety. Similar to Picardy. Slightly more pink with faint red lines in throat. Another must have. Each 5c; 10—40c.
- MILFORD.** A new tall giant, light blue, from New Zealand. One of the best light blues. Each 10c; 10—80c.
- MINUET.** Large lavender. The old stand-by. Each 10c; 10—80c.
- MISS NEW ZEALAND.** The Glad that put New Zealand on the map. Salmon apricot with a ripe peach blotch. Each 10c; 10—80c.
- MOROCCO.** Deep dark red, almost black. Each 5c; 10—40c.
- MOTHER MACHREE.** Large smoky lavender mixed with orange and gray. One of the most beautiful Glads ever introduced. Each 6c; 10—50c.
- MR. W. H. PHIPPS.** Tall late LaFrance pink. One of the greatest exhibition Glads ever produced. Each 6c; 10—50c.
- MRS. T. E. LANGFORD.** Apple blossom pink with white throat. Very popular. Each 6c; 10—50c.
- NERISSA.** Large tall giant salmon pink with red throat. Each 10c; 10—80c.
- OUR SELECTION.** Large smoky salmon, flecked deeper red, sometimes streaked with slate cerise blotch, bordered with cream. Each 5c— 10—40c.
- PARADISE.** Apricot-buff shaded to yellow in throat. Tall spike; color similar to Wasaga. Each 8c; 10—60c.
- PELEGRINA.** Very popular dark blue, color very even. Each 6c; 10—50c.
- PICARDY.** Large salmon pink. Most popular Glad in the world today. Our stock of this has been carefully selected for several years and runs a little deeper in color than many you see in flosists' shops. Each 5c; 10—40c; 100—\$3.00; 1,000 not prepaid \$12.00.
- PHILIS McQUISTON.** A new soft pink decorative; very fine. Each 10c; 10—80c.
- PITITI.** Large salmon apricot, flaked darker, throat powdered with henna. Each 10c; 10—80c.
- PRAIRIE GOLD.** A rich deep golden yellow, carmine on tips and lines in throat. Each 10c; 10—80c.
- QUEEN HELEN II.** Deep shrimp pink to apricot orange. Seedling of Betty Nuthall and has the same habits. Each 5c; 10—40c.
- RED LORY.** Tall large rose red, exhibition type. Many open at one time. Each 10c; 10—80c.
- RED PHIPPS.** Very tall spike, pure spectrum red. Now the popular light red with florists. Each 6c; 10—50c.
- RED PRINCE.** Rich red decorative with velvety crimson throat. Have had it with 26 buds on one spike. Very healthy grower. Each 5c; 10—40c.
- REWI FALLU.** The finest large dark red ever produced. Blooms are so large and heavy that in wet wether the spike has a tendency to drop over. Medium size bulbs, each 15c; 10—\$1.00



TAKINA

RIMA. Lovely blend of lilac and rose with creamy throat. A Glad that is really different. It catches the eye of everyone who sees it. Each 50c; 10—\$4.00.

SALBACHS ORCHID. Tall lavender pink, resembles the Cattleya Orchid. Good exhibition variety. Each 5c; 10—40c.

SHENANDOAH. A new seedling of Mother Machree. It contains some red and tan, giving the effect of autumn leaves. Each \$3.00.

SENORITA. Large yellow with red stripes in the throat. Petals long and narrow, very outstanding. Each 5c; 10—40c.

SHIRLEY TEMPLE. A new sensational cream colored seedling of Picardy. Was \$10 each two years ago. Each 15c.

SMILING MAESTRO. Deep salmon rose flaked with brown. Exhibition type. Each 10c; 10—60c.

SONATINE. Beautiful rose pink with lighter throat. Florets large with broad petals. Each 5c; 10—40c.

SOUTHERN CROSS. A tall rich red. Taller than Commander Koehl, but same color. Each 5c; 10—40c.

STAR OF BETHLEHEM. One of the finest pure large whites. A great exhibition variety. Each 10c; 10—80c.

TAKINA. A giant purple from New Zealand. Each 25c; 10—\$2.00.

TANGERINE. Fine orange decorative. Strong grower. Each 5c; 10—40c.

VAGABOND PRINCE. Tall garnet brown with a flaming red blotch in the throat. Very popular and scarce. Each 10c; 10—80c.

WURTEMBERGIA. Large red with white throat. One of Pfitzer's best. Each 5c; 10—40c.

YELLOW EMPEROR. A tall deep yellow with large blooms. If you want a winner this is it. Each 15c; 10—\$1.00.

IRIS

In ancient mythology, Iris symbolizing the rainbow is often referred to as the "Goddess of the Rainbow." But she had no such important position on Olympus. She was the personal attendant of Juna, spouse of the great Zeus. Her name has been perpetuated in a great genus of plants, because of their unusual color quality. A shimmering changeability under varying lights and positions, which has given us the descriptive word "iridescent." This quality was contained in her garb, according to Virgil, who wrote: "Iris of saffron wings, displaying against the sun a robe of a thousand varying colors."

The first of the modern Iris was discovered in Asia Minor, ancient Troy, the Island of Cyprus and Mesopotamia. These were the parents of our present day Iris in several thousand varieties. We have spent several years in honest and diligent search to accumulate one of the finest collections in this country. Some collections are larger but none finer. Time for planting the tall bearded Iris in the North is in August, while in the Southern States, better to plant September 15 'till November 1st, as the hot dry weather is over and we have plenty of good cool growing weather for the rhizomes to get established before real winter sets in. Iris planted in the fall blooms profusely the following spring. During the blooming season our gardens are open to the public for the purpose of seeing the different varieties in bloom. This will enable you to make your selections of varieties for fall delivery. Much better than trying to select from a catalog description. In this respect we feel like an absolute failure, as the beauty of many of the newer varieties are indescribable. Every variety we list may be seen in bloom in their proper season. Visitors welcome.

G. means Standards; F. means falls.

ALTA CALIFORNIA. 48 in. The tallest and one of the largest and finest new yellows. Deep yellow, faintly bronzed. Each 30c.

AMBASSADOR. 42 in. S. Bronzy Violet F. Red Purple. A winner in the American Iris Society Popularity Contest. Each 15c.

AMBERA. Early, fragrant, bright canary yellow. The largest early flowering yellows. Each 20c.

ANNE MARIE CAYEUX. 36 in. A French introduction. Very popular. S. Pinkish lilac. F. Metallic blue over gray. Each 25c.

BEOTIE. 48 in. A new color in Iris. Elephant grey. Very large flowers. Fine form. Each \$1.00.

BEUCHLEYS GIANT. 50 in. Early. An Iris giant, soft medium blue. Each 35c.

BLACK DOUGLAS. S. Dark violet. F. Blackish violet. Blue beard tipped yellow. Each 75c.

BLACK WINGS. 40 in. Fragrant. One of the nearest to black. Each 35c.

BLUE BANNER. 36 in. S. Bright lavender blue. F. Deep rich pancy violet. Each 15c.

BLUE GOWN. 48 in. The finest deep rich blue created to date, and a prodigious bloomer. Each 35c.

BLUE TRIUMPH. 42 in. Said to be the finest soft blue yet shown. Very large flowers, flaring and heavy substance. Each \$1.25.

BOUREM. Very large. S. Bordeaux red. F. Violet shaded garnet red. Each 25c.

BRUNO. 36 in. Late. Large flowers perfectly formed. Heavy substance. Rich velvety purple. This Iris sold a few years ago at \$50.00 each. Each 15c.

- CALIFORNIA GOLD.** 36 in. The finest deep yellow Iris introduced to date, having a brilliance and purity of color. Each \$2.00.
- CANDLE LIGHT.** 40 in. Lovely blend of pastel tints with a yellow glow in center. Each 10c.
- CAPRI.** A pleasing combination of yellow and fawn. Each \$1.50.
- CARNELIAN.** 48 in. Very early. Mammoth red toned bicolor. Perfectly formed flowers, 7 in. from tip to tip. Greatly underpriced. Each 50c.
- CHEERIO.** 40 in. Award of Merit, American Iris Society, 1938. S. Soft rose. F. Rich satiny ruby red, flushed with orange. A flame in the garden. Each \$1.50.
- CLARIBEL.** 45 in. A large plicata similar to Los Angeles. Pure white etched with blue. Flowers are huge size. Each \$2.50.
- CONQUISITOR.** 44 in. tall. S. Lavender. F. Violet. Each 15c.
- COPPER LUSTRE.** Huge flowers of bright coppery gold. Dykes Medal winner for 1938. Each \$3.00.
- CROWN JEWELL.** 34 in. An improved Clara Noyes. Much the color of a Talisman rose. Each 50c.
- CROWN PRINCE.** 40 in. A fine variegata. S. Deep Orange. F. Velvety brown red. Each 30c.
- CRYSTAL BEAUTY.** 50 in. Very early and tall. Pure snow white. Huge flowers. Perfect shape. Freely produced. One of the tallest whites. Each \$1.00.
- CYRUS THE GREAT.** 42 in. The best early tall dark blue. Each 50c.
- DARK KNIGHT.** 48 in. A tall outstanding variety. Mahogany red, almost black. Very large flowers of good substance. Each \$2.00.
- DAUNTLESS.** 40 in. A Dykes Medal Winner that sold at \$35.00 each a few years ago. Very tall, red. Each 35c.
- DEPUTE NOMBLOT.** 48 in. A Dykes Medal Winner. S. Coppery red, flushed golden bronze. F. Rich crimson. Each 35c.
- DESERT DAWN.** A rich yellow and lavender blend. Each 25c.
- DESERT GOLD.** 30 in. Award of Merit by American Iris Society. Fragrant. Early. Very soft yellow. Each 25c.
- DESTINY.** Very large Iris from New Zealand. S. Deep purple, suffused bronze. F. Velvety black purple. Each \$3.50.
- DR. CHAS. MAYO.** Lovely lavender pink. Each 15c.
- DON JUAN.** 40 in. Large rich garnet red, toned blend. Perfect form and stately. Each 25c.
- ECLADOR.** 40 in. A Dykes Medal Winner. Large bright canary yellow with ruffled standards. Each \$1.50.
- EL CAPITAN.** 40 in. Early fragrant. One of the greatest show Iris ever produced. Handsome manganese violet color. Sold recently at \$10.00 each. Each \$25c.
- EROS.** 42 in. Very fragrant. Award of merit American Iris Society, 1936. Large shapely flowers. Beautiful salmon pink. A new color in Iris. Each 75c.
- ETHEL PECKHAM.** 34 in. Very fragrant. Award of Merit, American Iris Society, 1936. The largest red toned Iris yet. Most amazing rich red tone. Each \$1.00.
- FRIEDA MOHR.** 48 in. One of the largest and finest. S. Light lilac pink. F. Deep lilac rose. Each 20c.
- GILEAD.** 42 in. Very fragrant. Tall ginger color. One of the most underpriced Iris we have. Each 50c.
- GOLDEN BOW.** 30 in. Very early. Award of Merit, 1938. Same color as California Gold, but much earlier. Large flowers. Each 40c.
- GOLDEN FLARE.** 30 in. Silver Medal by the Iris Society of England. Color: gold, rose, flame and yellow, resembling color of Talisman Rose. Each 50c.
- GRACE STURTEVANT.** 36 in. One of the finest Iris that grows, and sold for \$40.00 a plant a few years ago. Unusual rich red brown and carmine. Each 25c.
- GRACE WAYMAN.** 34 in. The richest colored Iris in the pansy violet bi-color class. S. Brilliant lavender violet. F. Velvety pansy violet, with a white throat. Unusual. Each 50c.

- GUDRUN.** 42 in. Very early. A Dykes Medal Winner. Very large and lustrous white. Good substance. Each \$1.00.
- GUYASUTA.** 32 in. Early. One of the finest, largest and richest of the deep purple group. Sold for \$25.00 a plant in 1931. A prodigious bloomer and robust grower. Each 50c.
- HAPPY DAYS.** 44 in. Award of Merit, American Iris Society, 1937. A mammoth size, deep yellow, 7 to 8 large blooms to a single stalk. Each \$1.50.
- HYPATIA.** 30 in. Early, an English introduction. Is the most intense pure blue seen in Iris. Very scarce. Each 50c.
- IMPERIAL BLUSH.** 44 in. Fragrant. The largest and finest in the soft pink toned Iris. Larger than pink satin. Each \$1.00.
- INDIAN CHIEF.** 40 in. Early. One of the most outstanding and popular of the brilliant red toned Iris. Each 25c.
- IVORY COAST.** 42 in. Very early. Sweet magnolia fragrance. Large flowers, uniform soft ivory throat veined green gold. Each 50c.
- JEAN CAYEUX.** 36 in. A Dykes Medal Winner. One of the most beautiful ever introduced. A blend of Havana and coffee brown. Each \$1.00.
- KALINGA.** 48 in. Fragrant. A new huge cream colored Iris, 12 to 15 flowers on a stalk. A masterpiece for size and form. Each \$1.25.
- KING JUBA.** 40 in. Honorable Mention by the American Iris Society. One of the finest variegatas. S. Old Gold. F. Dahlia Carmine. Each 25c.
- K. V. AYERS.** 44 in. Sold for \$50.00 a plant in 1933. A huge flower with flaring falls that measure 8½ inches from tip to tip. Color soft lavender grey. No other like it. Each \$1.50.
- LABOR.** Luminous reddish violet suffused with a coppery glow. Very popular. Each 15c.
- LADY PARAMOUNT.** 44 in. The sensational gigantic new soft primrose yellow. Each \$2.00.
- LORD OF JUNE.** 40 in. S. Lavender. F. Violet blue. Each 25c.
- LOS ANGELES.** 46 in. Early. Large. One of the most beautiful plicatas. White edged blue, said to have come from the same seed pod as San Francisco, the famous Dykes Winner. Each 25c.
- M. A. PORTER.** 36 in. Large and robust. S. Dark blue. F. Still deeper violet blue. One of best of the new giant flowered varieties. Each 25c.
- MARION LAPHAM.** Clear rich toned orchid pink. Profuse bloomer. Very early. Special, 15c each.
- MARQUITA.** 40 in. Award of Merit, American Iris Society, 1936. Luminous ivory yellow falls heavily veined maroon red. Each \$1.00.
- MARY GEDDES.** 36 in. Dykes Medal Winner, 1936. One of the first American introductions to receive an Award of Merit in England. Lovely blending of soft pink overlaid poremanian red. Each 75c.
- MARY SENNA.** 42 in. Early. Very fragrant. Another of the giants; sold for \$25.00 a plant in 1931. S. Soft lilac flushes, reddish brown. F. Deep violet with marginal tips of lilac. Each 50c.
- MELDORIC.** 50 in. Early. Honorable Mention, American Iris Society. A blue black of colossal size. Considered by many the finest dark Iris to date. Each 50c.
- MICHAEL ANGELO.** Another new color in Iris. The entire flower is a dark vivacious gray, best described as dark dove gray. Each \$8.00.
- MIRASOL.** Rich golden yellow flowers, shaded deeper. Each 25c.
- MONTEREY.** 48 in. An exceptional fine deep rich red purple, excellent form; said by some to be the color of concord grapes and also to smell like them. Each 15c.
- MRS. VALLERY WEST.** 40 in. Fragrant. A masterpiece by Originator Bliss. Sold for \$65.00 a single plant a few years ago. Huge size. Rich brown red and crimson blend. Each 50c.
- NANOOK.** 44 in. A new cream colored Iris with amber edges and orange veining at the throat. One of the most beautiful in our collection. Each 40c.

- NARANJA.** 40 in. Award of Merit, American Iris Society, 1937. A new color break. Pure orange color, huge flowers, heavy substance. Each \$4.00.
- NENE.** 38 in. This one is rated as the world's largest Iris. Huge flowers measure 9 to 10 in. long. S. Soft lilac. F. Rich old rose. Each 40c.
- NEON.** 48 in. One of the most brilliant flowers imaginable. S. Shimmering metallic bronzé. F. Rich velvety carmine. Golden beard. A superb new one. Each \$1.50.
- NORDIC.** 40 in. A brilliant and attractive bicolor. S. Golden tan faintly flushed soft violet. F. Brilliant red violet, throat white flushed yellow. Very striking. Each 75c.
- NOWETA.** 36 in. A beautiful frilled soft pink and yellow blend. Very scarce. Each \$1.00.
- NUMA ROUMESTAN.** 36 in. A fine bright red Iris from France. Special, 25c each.
- OMAHA.** A beautiful combination of coppery pink and cinnamon. Each 30c.
- ORIENT PEARL.** 42 in. Certificate of Merit by Iris Society of England. S. Silky pearl grey, flushed cream at base. F. Same color, but flushed soft pink; very well named. Each 35c.
- PAULETTE.** 54 in. Tallest and one of the largest grown in the light blue class. Sold for \$35.00 a plant only a few years ago. Now in the reach of all Iris lovers. Each 50c.
- PEACHES.** A striking blend of peach, apricot and orange. A peach of an Iris for two bits. Each, 25c.
- PERSIA.** 46 in. Fragrant. A unique blending of colors like a Persian rug. Sold recently at \$35.00 a plant. S. Smoky blue. F. Bright blue. Each 25c.
- PINK SATIN.** 46 in. Honorable Mention by American Iris Society. One of the tallest and purest pink Iris grown. Sold recently at \$40.00 a plant. Each 25c.
- PLUIE D'OR.** (Golden rain). A Dykes Medal Winner. A fine tall deep yellow. Each 20c.
- PRESIDENT PILKINGTON.** 46 in. Named after one of the greatest Iris lovers in the world. S. Pure buff. F. Lavender blue. Special, 25c each.
- RAMESUS.** 42 in. A Dykes Medal Winner. A symphony of rose, pink and buff. Each 20c.
- RED DOMINION.** 42 in. Fragrant. Honorable Mention, American Iris Society. Sold recently for \$25.00 a plant. One of the most popular red Iris today. Each 30c.
- RUBEO.** 48 in. S. Deep glistening rose. F. Deep maroon. Special, 40c each.
- SACRAMENTO.** 40 in. Honorable Mention, American Iris Society. A giant plicata. White ground, feather stitched edging of red purple. One of the best. Each 25c.
- SELENE.** (The Moon Goddess). 40 in. Very large silvery white. Frilled petals. A real giant. Each 25c.
- SENSATION.** 48 in. Fragrant. Considered one of the world's best blues. Each 25c.
- SHINING WATERS.** 54 in. Early. Sweet fragrance. Sparkles like the sunlight shining on the water. Beautiful sky blue. Each 75c.
- SIERRA BLUE.** 50 in. Dykes Medal Winner in 1935. Clear enamel like blue. Huge and stately. Each \$1.00.
- SIR LANCELOT.** 32 in. Honorable Mention by American Iris Society. A chestnut red with golden yellow styles and beautiful marked throat. Each \$2.00.
- SIR MICHAEL.** 48 in. Another of the world's finest. Sold recently for \$50.00 for a single plant. S. Clear heliotrope. F. Rich red purple and coppery brown. Each 25c.
- SITKA.** 48 in. Early. Very fragrant. Similar to Gudrun, but much earlier. Each 60c.
- SONOMA.** 36 in. Tall old reliable yellow. Very attractive. Each 15c.
- SOUV GAUDICHAU.** 36 in. Deep velvety violet. Each 30c.
- SOUV MICHAUD.** 40 in. Very large, lovely light blue. Very full flowering. Each 20c.
- SUMMER TAN.** 38 in. Early. Award of Merit, American Iris Society, 1936. S. Beautiful summer tan. F. Slightly deeper. This Iris is neither yellow or brown. Each \$1.50.
- SUN LIGHT.** 36 in. One of the largest and finest soft yellows. Nothing more charming as a cut flower or for show. Each 40c.
- SUSAN BLISS.** Lovely rose pink. Each 15c.

TIGER TIGER. 36 in. Very fragrant. Huge flowers of perfect form. S. Tan. F. Velvety Vandyke red. Each 35c.

TRAIL'S END. 38 in. Honorable Mention, American Iris Society, 1934. Sold at \$20.00 a single plant. S. Orange red over a bronzy yellow ground. F. Strawberry red. Each 50c.

TRUE CHARM. Beautiful white edged with blue. Each 15c.

TUSCANY GOLD. 36 in. One of the most handsome golden yellows in the world. The color is old gold. Very scarce. Each 35c.

UKIAH. 36 in. Another beauty in the dark red class. S. Dark lustrous Indian red. F. Brownish maroon. Each \$1.25.

VALOR. 50 in. Very fragrant. Award of Merit, American Iris Society, 1936. The largest blue-black bicolor to date. Glistens in the sunlight. Each 25c.

VENUS DE MILO. 44 in. Fragrant. Second for Dykes Medal in 1936. Gigantic pure snow white, now in reach of all. Each 25c.

VISHNU. 32 in. Fragrant rich and spicy light pinkish cinnamon blend, with maroon veining. Difficult to describe. Each 25c.

WASATCH. 40 in. Honorable Mention, American Iris Society, 1936. The largest and finest plicata to date. Pure white etched around border with blue. Each \$2.00.

WINNISHIEK. 36 in. The best of all the new blue black Iris. Flower very large, color deepest midnight blue violet. Each 40c.

WM. MOHR. A new hybrid. A dwarf plant with a large flower. Lilac veined purple. A big demand for this one. Each 25c.

ZAHAROON. 42 in. A beautiful blend of buff, fawn and soft violet. Sold in 1931 for \$100.00 a plant. Now only 30c each.

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FALL BLOOMERS

These Iris bloom in the spring and in the fall they bloom again. Some of them bloom till the frost catches them. Many fall bloomers are on the market but this list includes only the best, and most of the reliable ones.

AUTUMN DAWN. 28 in. Very fragrant. Ruffled soft pink and soft yellow blend. Each 35c.

AUTUMN ELF. 18 in. Cream and soft lilac. Deeper veins in throat. Each 50c.

AUTUMN HAZE. 30 in. Fragrant. One of the largest of this class. S. Light lavender. F. violet shading to manganese. Each \$1.00.

BLACK MAGIC. 28 in. The most profuse of the fall bloomers. Color intense blue violet with a velvety luster and black sheen. Each \$1.00.

DORCAS HUTCHESON. 18 in. Fragrant. Rich pansy violet. One of the best. Each 25c.

ELEANOR ROOSEVELT. 26 in. A profuse bloomer, twice a year. Color similar to Black Magic, but a few shades lighter. Each 20c.

GOLDEN HARVEST. 18 in. A fine free flowering deep yellow with red and gold veins in the throat. Reliable. Each 50c.

JEAN SIRET. 15 in. A new yellow ever bloomer. Sold recently at \$10.00 a plant. Bloomed for us three weeks after planting. Each 30c.

LIEUT. CHAVAGNAC. 15 in. Brilliant violet colored variety. Very free bloomer. Goes good with Jean Siret. Each 35c.

SANGREAL. 28 in. An extra fine new deep yellow with orange beard. Each 75c.

SEPTEMBER SKIES. 24 in. A deep rich purple that blooms freely. Each 25c.

SOUTHLAND. 24 in. A sensational new intense yellow, fine form and heavy substance. Each 75c.

ULTRA. 18 in. A new break in blues. Ultra maroon blue, profuse bloomer. Each 40c.

WHITE AUTUMN KING. 30 in. A new fine glistening white. Fall stalks, profuse bloomer. Perfect form and heavy texture. Each 30c.

AS OTHERS SEE US

Washington, D. C.,
July 5, 1939.

Dear Mr. Ford:

I want to thank you a thousand times for the perfectly beautiful flowers you sent. I don't think I have ever seen lovelier Gladioli.

Sincerely yours,

MRS. L. W. ROBERT, JR.

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GEORGIA TRAINING SCHOOL FOR BOYS

Milledgeville, a.,
November 30, 1939.

Dear Mr. Ford:

The Gladiolus Bulbs you sent us last spring were outstanding among our planting of several varieties. They made strong, fine stems and flowered beautifully over a long period. We are saving the bulbs from this season's crop in anticipation of the exquisite and massive coloring which this year's planting afforded us.

Sincerely yours,

W. E. IRELAND, Supt.

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Boulder, Colo.,
June 29, 1939.

Dear Mr. Ford:

Your Maid of Orleans beats anything I ever saw or heard of. You do know how to grow them.

As ever,

J. D.

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Spring Green, Wis.,
August 21, 1939.

Dear Mr. Ford:

Am cutting blooms from the Picardy bulblets you sent. These have grown as vigorously as mature bulbs. I am certainly interested in what they do another year.

Sincerely,

E. A. LINNS, Service Officer.

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Atlanta, a.,
October 1, 1939.

Dear Mr. Ford:

I was certainly thrilled over the fine Iris plants you sent me. Did not expect such nice big plants. They are the finest I have ever seen.

MRS. DUNN.

Atlanta, Ga.,
July 15, 1939.

Mr. J. A. Ford:

A visit to your farm was delightful and the enjoyment of the Gladioli most pleasant.

Sincerely yours,

MRS. EDWARD L. BISHOP.

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A. G. RHODES HOME FOR INCURABLES

Atlanta, Ga.,
September 1, 1939.

Dear Mr. Ford:

The Glad Bulbs were everything that one could desire. Wish you could have seen them. The whites in particular were immense in size and perfect. Wishing you great success. Best wishes.

Sincerely,

MRS. MOLLIE ROSENBERG, Supt.

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Philippi, W. Va.,
November 28, 1939.

Dear Mr. Ford:

The Gladiolus Bulbs you sent me last spring did fine. The best was Rima. Valera is extra fine.

Cordially yours,

DR. F. W. GRAY.

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Atlanta, Ga.,
November 1, 1939.

Dear Mr. Ford:

The Glads I grew from your bulbs this year were fine. I showed at the Georgia Gladiolus Show. On eight entries I won six blue and two red ribbons, which I think is pretty good for an amateur.

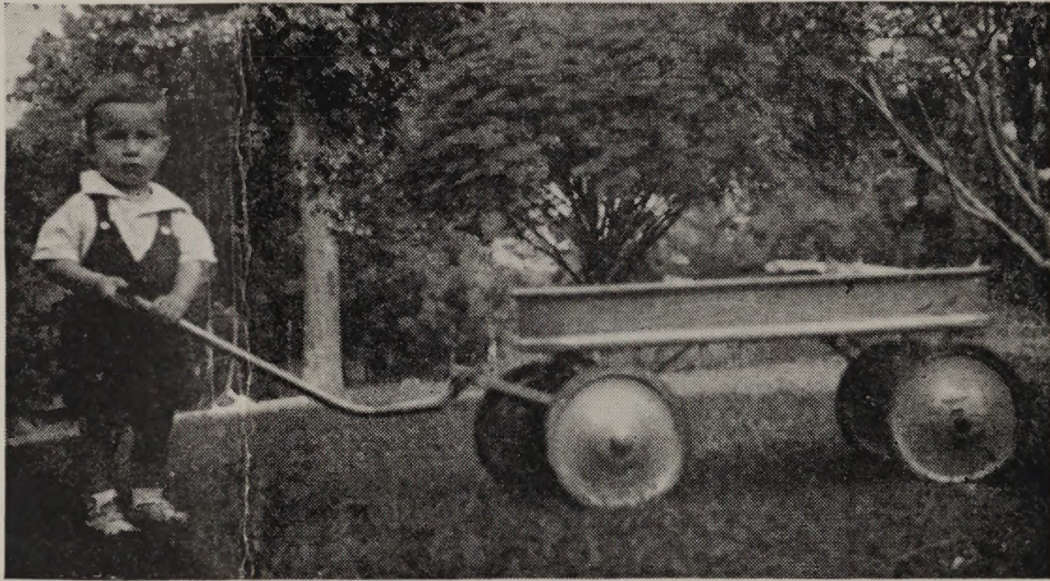
Sincerely yours,

MRS. P. W. Y.

NEW PRICES

The prices on many varieties have been greatly reduced this year, and new ones are being offered at painless prices. Do not confuse these prices with those being offered on junk offered on bargain counters of dealers and department stores. These are clean, healthy bulbs, true to name and if given proper care will all bloom and perform beyond your expectations. If you are interested in larger quantities, will be pleased to make you a special quotation. High class bulbs delivered in small quantities can not be produced profitably for less. Some of our best customers are satisfied customers who have bought bulbs from us for several years. Give us a trial and we will try to please you.

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OUR RAPID DELIVERY AT YOUR SERVICE

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IF YOU HAVE KIND WORDS TO SAY, SAY THEM NOW,
TOMORROW MAY NOT COME YOUR WAY;
DO A KINDNESS WHILE YOU MAY,
LOVED ONES WILL NOT ALWAYS STAY, SAY THEM NOW.

—(Author Unknown).

* * * *

J. A. FORD.

Member American Iris Society,
Supplement Member New England Gladiolus Society,
Honorary Life President Georgia Gladiolus Society.

As to our reliability, we refer you to the Citizens and Southern National Bank,
Main Office, Broad and Marietta Streets, Atlanta, Ga.